

# The Ave is coming back!



## Ave Revitalization Plan

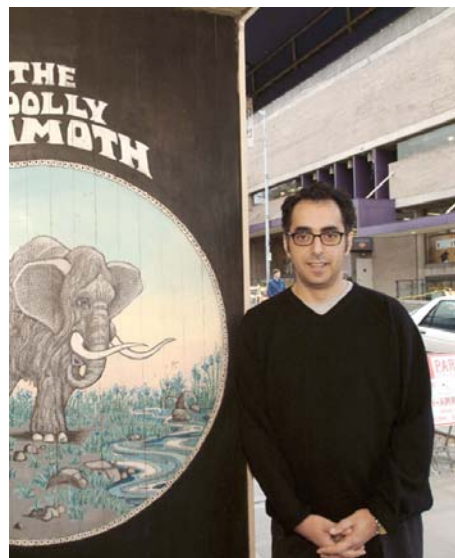


*Let's bring back the Ave's greatness.*  
— Mayor Greg Nickels

## The Mayor's

## Goals

The City is setting the stage for investment,  
revitalization, and a better quality of life  
on the Ave.  
— Mayor Greg Nickels



“This  
neighborhood is  
about what you  
and I will leave  
behind for the  
next generation.”

— Kian Pornour,  
co-owner, The Woolly  
Mammoth Inc



City of Seattle  
Office of the Mayor  
206-684-4000  
[www.seattle.gov/mayor/ave/](http://www.seattle.gov/mayor/ave/)  
For more information, contact  
the Seattle Office of Economic Development,  
206-684-4538.



- Make the Ave safe and secure for residents, customers, and businesses
- Rebuild the Ave as a dynamic mix of shops, restaurants, workspaces, housing, and a vibrant pedestrian experience
- Partner with the UW and developers to attract a diverse base of businesses and customers
- Stimulate private investment that helps create a healthy community



## Make people safer

- Greater police presence on the Ave - more foot and bicycle patrols
- “Giving Meters” installed to fund programs for homeless youth
- Tougher noise restrictions in the University District



Mayor Nickels walks the beat with Seattle Police.

## Work together

### Lift the UW Lease Lid

- More opportunities for mixed-use development with ground-level retail and upper floors of working UW faculty, staff, and students
- More robust economic environment for merchants
- More customers and businesses attracted to the Ave



**“The Giving Meters project will raise funds for the sole purpose of employing homeless youth to work in this community for a healthier, safer, and more positive place to live.”**

– Rick Eberhardt, coordinator of Partnership for Youth

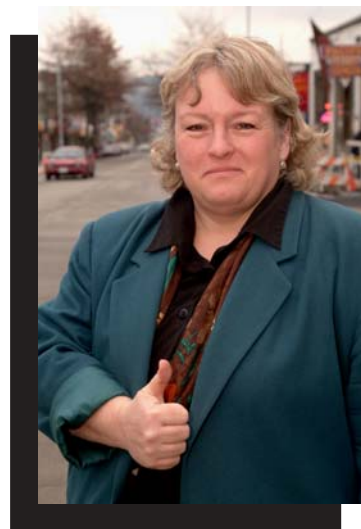
# The AVE is coming back

## Rebuild the Ave

- Better transit service
- Increased pedestrian safety and mobility
- New water, sewer, drainage, and electrical infrastructure
- New trees, light poles, benches, kiosks, and gateway sculpture
- Façade improvements - more attractive storefronts

**“Mayor Nickels is targeting the specific areas which have been of highest priority to our community.”**

– Teresa Lord Hugel, Executive Director, Greater University Chamber of Commerce



## Invest for the long term

- Housing incentives — promote Multifamily Housing Tax Exemption and Neighborhood Housing Programs to encourage mixed-income, mixed-use housing developments
- \$1 million Pro-Parks Levy dedicated to park space in the University District
- Targeted technical assistance and loans for small business development

